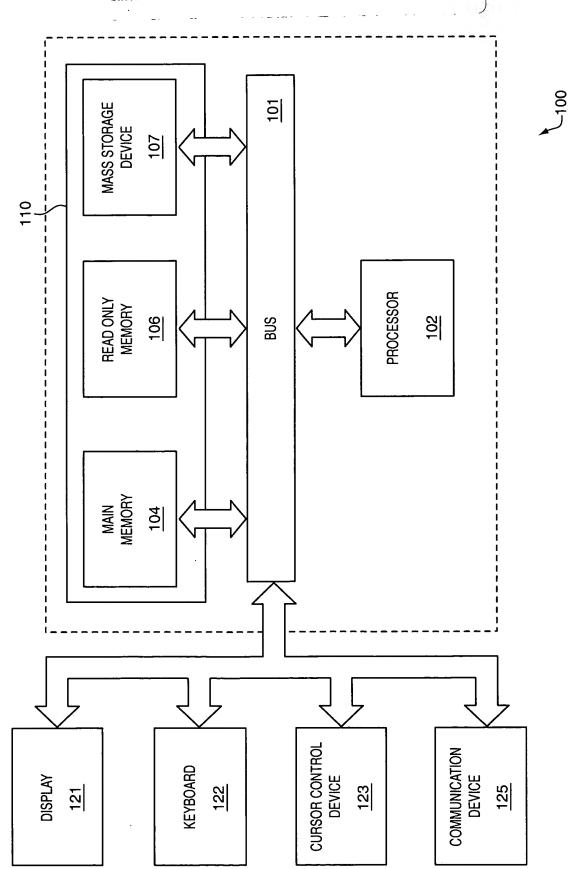
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP (303)
Title: Creating and Managing Portable User Preferences for Personalization Media Consumption From Device to Device

Inventors: Richard Qian Filing Date: 06/29/2001 Application No.: 09/895,431

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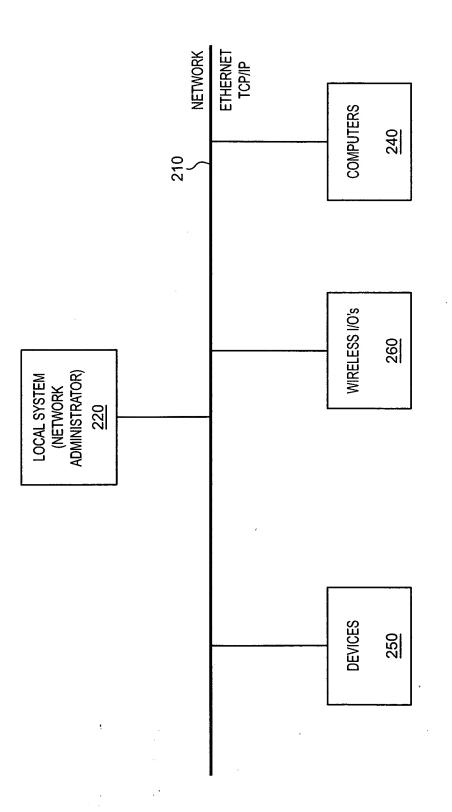




BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP (30).
Title: Creating and Managing Portable User Preferences for Personalization Media Consumption From Device to Device

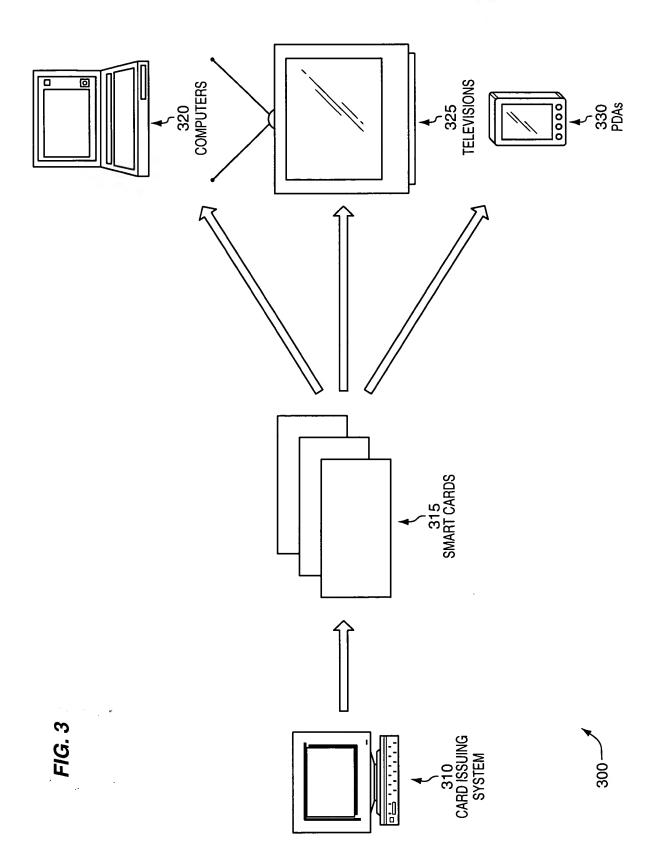
Inventors: Richard Qian Filing Date: 06/29/2001. Application No.: 09/895,431

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Title: Creating and Managing Portable User Preferences for Personalization Media Consumption From Device to Device Inventors: Richard Qian
Filing Date: 06/29/2001
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Attorney Docket No: 42390P11146



**User History** 

Criteria for Tracking the

Favorite Content Categories (e.g., Sports, Comedy)

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Media Programs (e.g., Most Watched, Recently Watched. Not Watched for a Certain Period of Time, Key

Special Interest Under Each Category (e.g., Basketball, Sitcoms)

Key Terms (e.g., Lakers, Seinfeld)

415

Content Contest (e.g., Game, Soup Nazi)

Further Limiting the

410

**User Identification** 

Name

**User Preferences** 

Demographic Information (e.g., age, gender)

Credit Card Information (e.g., Type, Number)

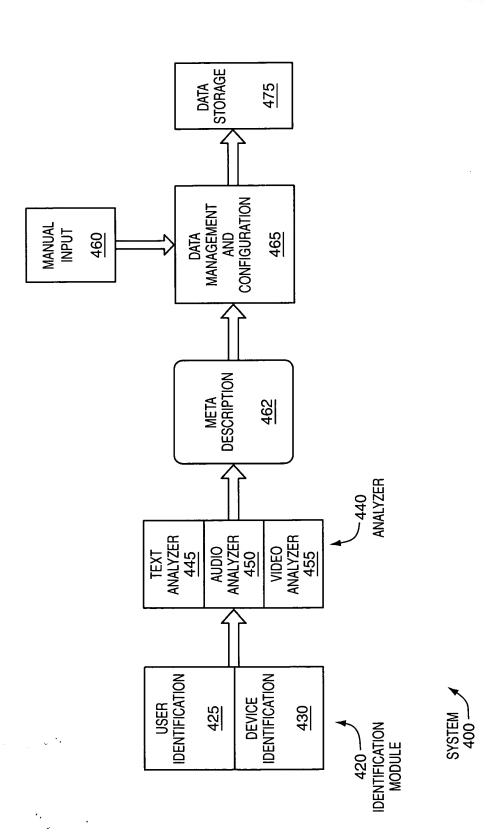
Other Information (e.g., Identification Number, Password)

Favorites



Personalization Media Consumption From Device to Device

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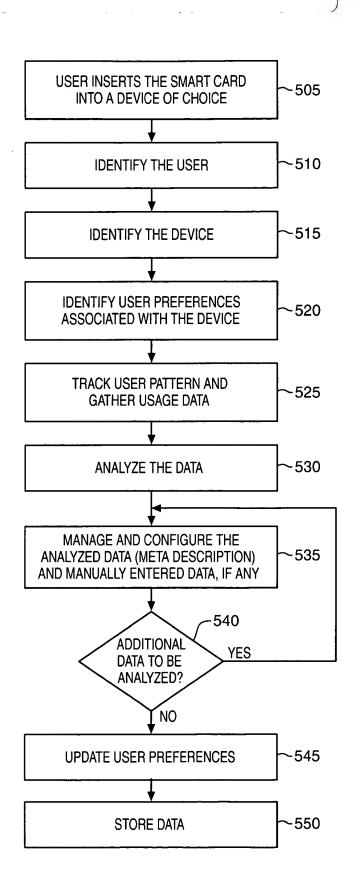
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP (303) 740-1980

Title: Creating and Managing Portable User Preferences for Personalization Media Consumption From Device to Device

Inventors: Richard Qian Filing Date: 06/29/2001 Application No.: 09/895,431

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FIG. 5

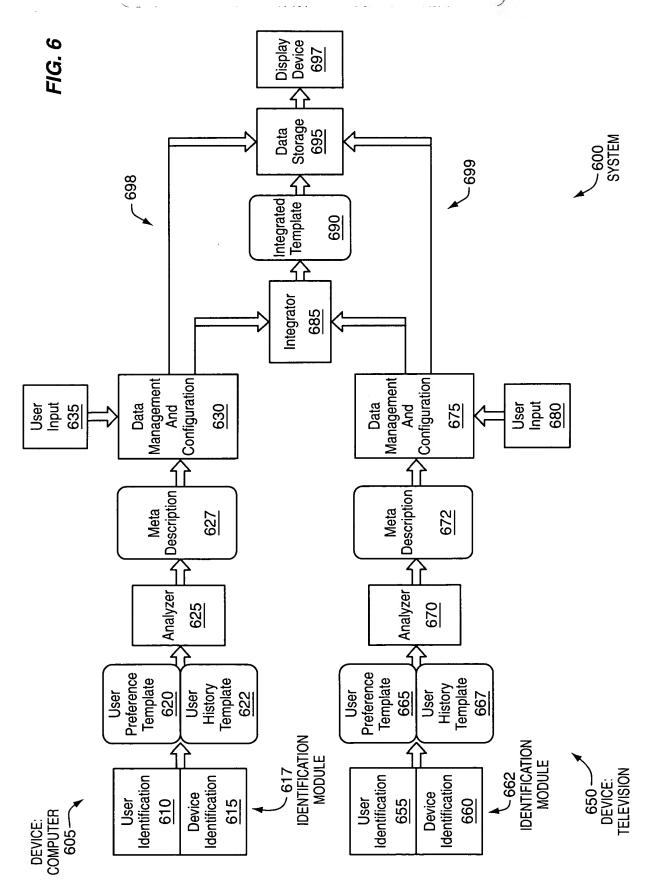




BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Title: Creating and Managing Portable User Preferences for Personalization Media Consumption From Device to Device

Inventors: Richard Qian Filing Date: 06/29/2001 Application No.: 09/895,431 Sheet: 7 of 8





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FIG. 7

